



HOW TO MAKE  
GOOD PICTURES  
WITH YOUR

POLAROID<sup>®</sup>

*Highlander*

LAND CAMERA

MODEL 80

# CONGRATULATIONS!

As the owner of a Polaroid Land Camera you have one of the finest and most unusual cameras ever produced. Its shutter was tested electronically for accuracy before it left the factory, and its lens has been ground to rigid specifications that assure you of needle-sharp pictures. Your camera is ruggedly built and will last indefinitely if you give it reasonable care.

## GUARANTEE\*

The Polaroid Highlander Land Camera, Model 80, is guaranteed against defects in materials or workmanship for a full year following date of purchase. Any such defects will be remedied without charge (except for transportation) when camera is returned to an authorized Polaroid Land Camera Service Station.

\*Applies to all registered cameras. Be sure to return your registration card, and keep the stub which lists service stations and tells you how to obtain service.

*NOW...  
TAKE ONLY TEN  
SHORT MINUTES*



**YOU'RE ANXIOUS** to start taking pictures with this exciting new camera and we don't blame you. That's why we've kept these instructions short — used mostly drawings and few words.

**BECAUSE** the Land Camera is unlike any other camera in the world, we can't urge you strongly enough to spend only 10 short minutes with these instructions. That's all it takes to learn the simple — but **different** — way of operating this camera. And you will be delighted with your pictures from the very start.

# HOW TO OPEN CAMERA FOR LOADING

## OPEN UP BACK

First, hook forefinger over little knob as shown.

Lift up slightly to clear locking pin.



Then ... swing knob towards you to open cutter bar.



Slide latch to unlock, then open camera back ... Open both the back and the inner cover and lay them flat.



ROLLER

POSITIVE  
(White) Roll  
drops in here

NEGATIVE  
(Spooled) Roll  
drops in here

ROLLER



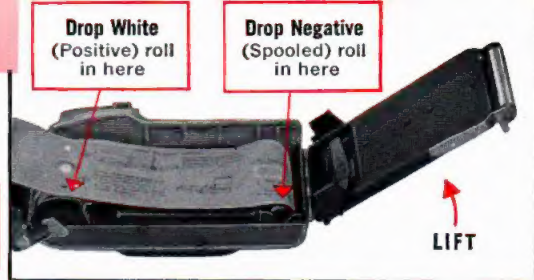
The two rollers are the heart of the camera. The picture papers will pass between these rollers, which control the picture-making by squeezing the developer reagent evenly between the posi-

tive and negative sheets. It is vitally important to keep these rollers clean. Examine them before each roll is loaded, and remove with a water dampened cloth any particles of dirt.

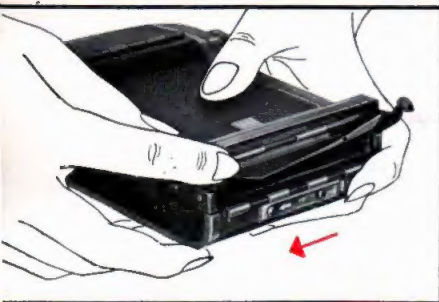


# HOW TO LOAD THE CAMERA

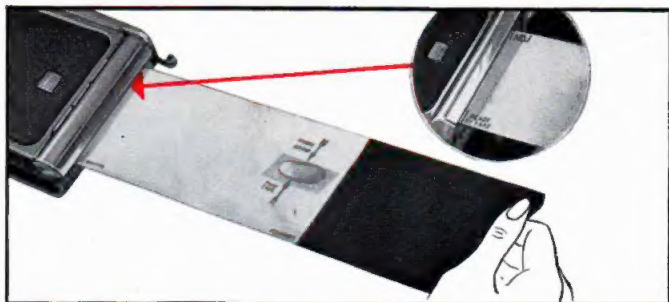
(Do Not Load in Direct Sunlight)



- 1.** Take the picture roll out of the box, remove the sealed foil wrapper. Unroll red "leader" gently, being careful not to break Scotch Tape Seals.



- 2.** After the two rolls are dropped in place, swing the inside cover shut.



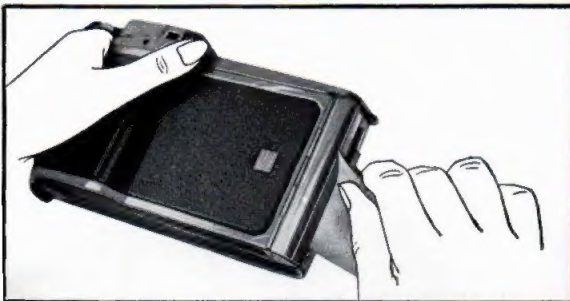
- 4.** Pick the camera up and squeeze it shut by gripping it as shown. Slide catch to "close", making sure both sides lock.

- 5.** Pull the leader tab straight out about 12 inches until it clicks and comes to a definite stop. Lift the cutter bar and you'll see the words "Picture No. 1 Ready to Take."

GUIDES



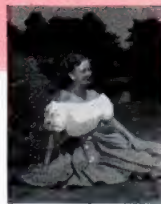
- 3.** Fold Leader back around roller. Lay it flat between the guides. Now close the outside cover.



- 6.** Close the cutter bar — making sure it locks. Tear off and discard excess paper. Camera is now ready for first picture.

## HOW TO TAKE A PICTURE

Step by step we will show you how to take one kind of a picture — a simple but common kind. It is an outdoor picture, taken close enough to be a good informal portrait.



### To OPEN Camera

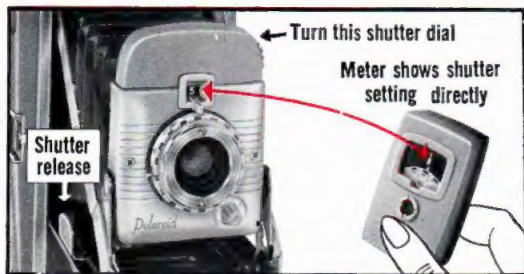
Press the cover catch and cover will pop up. Open fully until cover braces lock rigidly.



### To CLOSE Camera

Hold as shown. Press down with both thumbs at the same time.

## A. SET THE SHUTTER



The shutter dial automatically selects the right combination from 2 separate shutter speeds and 6 different lens settings. Using this famous Land Camera "shutter number" system, you're not bothered with f stops or complicated fractions. On the Model 80, the numbers run from 2 to 9, instead of 1 to 8 as in previous Polaroid Land Cameras.

Your Polaroid Exposure Meter (Model PR-23) tells you which number to use. (Set shutter per instructions with film.) Keep it clipped right to the camera whenever you're taking outdoor pictures. Be sure knob under lens is set at "I".

**Always set the dial exactly on the number** — you can feel it click in place. If you do not have the meter, estimate light conditions according to the exposure guide packed with the picture roll. For this first "sample" picture, let's assume you're out of doors on a sunny day. Set the shutter to No. 5.

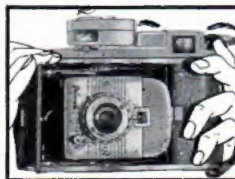
## B. FOCUS THE LENS

Judge the distance between the lens and the subject. Focus by turning the lens-mount to the correct distance mark. At distances below 8 feet, estimate distance as accurately as possible. For our sample picture, stand about 5 feet from the subject, and set the lens-mount so 5 is under the pointer. **Keep lens clean** by first blowing off loose lint or dust particles. Then polish gently with lens tissue or soft, lint-free cloth.



## C. NOW, YOU'RE READY to take the picture!

Hold the camera as shown on the cover for a vertical picture. For a horizontal picture hold it as shown here. Hold it firmly against

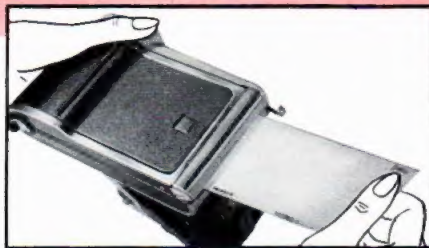


your cheek. Center your subject in the finder and s-q-u-e-e-z-e the shutter release slowly. **Don't punch it!** You've now taken the picture.



# HOW TO DEVELOP A PICTURE

Shield the camera from direct sunlight during this operation  
HOLD CAMERA AS SHOWN, ONE HAND UNDER STRAP.



**1.** Lift cutter bar as far as it will go without forcing it (this releases film). Take firm hold on paper tab.

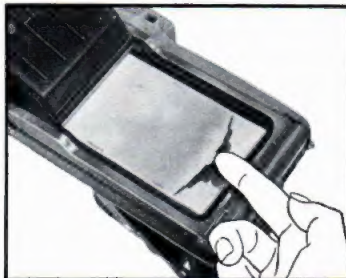
**2.** Pull tab fairly fast until it clicks and comes to definite stop. Don't jerk tab, or hesitate mid-way. Pull straight out, not downward or at an angle. (If you cannot pull tab, just close and lock cutter bar, then reopen all the way.)

**3.** Close and lock the cutter bar and tear off excess paper. Always hold camera as shown so you won't pinch film, make it hard to pull tab.

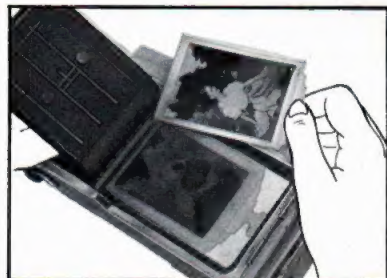
## WAIT ONE MINUTE...



**4.** Start timing **after** you pull the tab. Follow instructions packed with the picture roll. In cold weather additional time is needed. After development slide latch back on picture door and open door.



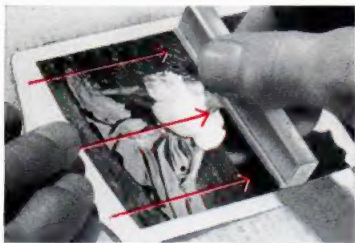
**5.** Lift finished picture out carefully, starting with oval cutout.



**6.** After you have removed print, close and relatch picture door. **Operation 2 automatically advanced film. Camera is now ready for next picture.**

## ***Now*** COAT THE PRINT

Use the Polaroid Print Coater packed with each picture roll. Important: Get the habit of coating your pictures right away, before you forget. The coater covers your prints with a tough, plastic finish which gives them lasting protection against print hazards in storing and handling.



**It's easy to do.** It takes only seconds. First, take the curl out of the print by drawing face up over any handy edge, such as a table edge.

Then, apply print coater according to instructions on container, being careful not to miss any corners or edges.

Allow print to dry. Don't stack pictures or handle them until coating is completely dry.

## How to correct operating errors

**TAB HARD TO PULL** — Two things can make the tab hard to pull:

**1.** When the tab for the previous picture is not pulled far enough, the stop pins won't release the film. Be sure to pull the tab all the way for each picture. Here's how you tell —



For pictures 2 through 8 you should see about  $\frac{1}{4}$  inch of the brown paper "mask" on the negative beyond the edge of the cutter bar. (See arrow above.)



For the first picture, where the mask doesn't show, the letter "P" in "Polaroid" should be about  $\frac{1}{4}$  inch past the edge of the cutter bar.

(If you're sure you've pulled tab far enough, and film still doesn't release, simply close and lock the cutter bar, then reopen it all the way.)

**2.** When the tab is not pulled straight out, it will get harder and harder to pull with each picture. To prevent this, **always pull the tab straight out**, never downward, upward, or to either side.

**FILM TEARS IN CAMERA** — If either of the above errors are made, tab will pull hard and film may tear if you force it. On the other hand, torn film may result from pulling tab too fast and tearing through stop holes.

**INCORRECT EXPOSURE** — If your picture turns out too light, it is overexposed. Correct it by using a higher shutter number. If it is too dark, it is underexposed, so use a lower shutter number. If it is still too dark at #2, a time exposure is needed. (See page 8.)



## BLURRED OR FUZZY IMAGE

The three common causes of fuzzy pictures are shown at right. Check focus again. Be sure to hold the camera securely. Try holding your breath when you press the shutter release. Don't punch release; squeeze it slowly.



### FOCUSING INACCURATE

Note subject is blurred, background sharp.



### CAMERA MOVED

All objects in picture are blurred.



### SUBJECT MOVED

The face is blurred while the rest of subject is sharp.

## LOADING OR DEVELOPING ERRORS CAN CAUSE THESE



### NEGATIVE ROLL

**LIGHT-STRUCK IN LOADING**  
Note white streaks across picture. Do not break Scotch-Tape seal.



### UNEVEN PULLING OF TAB

Pull tab with single, fairly fast motion to avoid streaks. Don't stop or hesitate midway.



### TAB SLOT NOT SHIELDED FROM SUN

Keep tab slot in shadow when pulling tab.



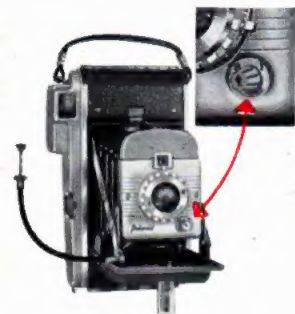
### UNDERDEVELOPED

Allow full minute after pulling tab (longer in cold weather) before removing picture from back of camera.



## INDOOR PICTURES

Your Highlander Camera will take good pictures indoors, day or night, without any special lighting equipment. The new fast Polaroid PolaPan 200 Land Film (Type 32) is particularly useful for snapshots using just the light coming in window on a bright day.



**IMPORTANT:** When you're through taking time exposures, be sure to turn the knob back to "1" so your camera will be ready for outdoor or flash pictures.

Try shutter #2 with subject placed near window. On darker days or with Type 31 Film you can take time exposures by simply turning the knob just below the lens from "1" to "B". Find a steady support for the camera. A tripod is best, but if you haven't one, use a tabletop. A cable release will eliminate chance of camera motion. Connect it as illustrated.

In a brightly-lighted room start by setting shutter at #2 and holding the release down for 4 seconds if using Type 31 Film, 2 seconds with Type 32. If the picture is too dark, double the exposure on the next shot; if too light, cut the time in half. You'll soon find the correct exposure.



## FLASH PICTURES

Your Highlander Camera is synchronized for sharp, easy-to-take flash pictures indoors or out. All you do is clip the Polaroid B-C Flash Gun Model 281 to the accessory slide on the side of the camera. All electrical connections are built into the camera, out of sight. Full instructions on how to take flash pictures come with each flash gun. In addition, there is a built-in exposure guide on each gun that tells you just how to set the camera for any kind of picture.

The Polaroid B-C Flash Gun Model 281 is designed specifically for your Highlander Camera, combining sure-fire "B-C" power with new compact styling and engineering.

## ACCESSORIES DESIGNED ESPECIALLY FOR YOUR CAMERA



### CARRYING CASES

These handsome top-grain cow-hide cases are factory-engineered especially for your Polaroid Highlander Land Camera. You can keep your camera looking new indefinitely, take it everywhere you go with ease.



Compartment Case (No. 382) holds camera, filter kit, close-up kit, meter, flash gun, bulbs, extra film, has pocket for pictures . . . . . \$19.95  
Flash Gun Model 281 . . . . . \$12.95  
Meter PR-23 (see page 4) . . . . . \$13.95

Shoulder Case (No. 381) holds camera and meter, perfect for field use. \$9.95. Be sure to specify these genuine Polaroid Carrying Cases for maximum protection, convenience and durability.



**POLAROID  
FILTER KIT  
#541**

These snap-on filters, used separately or in combination, give exciting dramatic effects with clouds, reflections, distant scenery. In leather case. \$5.95



**POLAROID  
CLOSE-UP  
LENS KIT  
#540**

Exciting portraits, flower pictures, photocopies can be done simply and quickly. Built-in data tape tells you at a glance the exact camera settings for pictures 6 inches to 36 inches away. In leather case. \$8.95

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## Use Polaroid's speedy COPY and ENLARGEMENT Service

You'll want extra copies and enlargements to give your friends and relatives. These sparkling copies, which match the quality of your original print, come in two sizes — exactly the same as your camera takes, and jumbo size,  $3\frac{3}{4} \times 4\frac{1}{4}$  inches. Enlargements are  $5 \times 7$  inches, and are returned to you in a handsome mount.

It's easy to get such copies and enlargements. And if you wish, for just a small charge, you can order a regular film negative, which you'll want to use if you occasionally need lots of extra copies made locally. Prices and a handy order blank are packed with each picture roll.

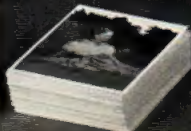


Enlargements  
( $5 \times 7$ )

Regular copies  
( $2\frac{1}{4} \times 3\frac{1}{2}$ )



Jumbo copies  
( $3\frac{3}{4} \times 4\frac{1}{4}$ )



## Register Your Camera Now!

Mail the postage-paid self-addressed card packed with your camera. Your camera must be registered:

1. To validate your full year guarantee.
2. To put you on our mailing list so you will receive first-hand information about new developments in 60-second photography.

Send Card Today — No Postage Needed

**P.S.** Should you have any questions which are not covered in this book, please feel free to write our Customer Service Department at Polaroid Corp., Cambridge 39, Mass. Your letter will receive prompt and personal attention.

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